

**Visioning Advisory Committee (VAC) Minutes – Meeting #2**  
**City of Beaverton**  
**April 1, 2009**

**Members Present:**

Jennifer Browning	Kevin Hoover
Rhonda Coakley	Jerry Jones
Mike Ewing	Jeff Lancaster
Mark Fagin	Christine Lau
Jolene Gupstill	Penny Neil
Jaann Hoisington	Rick Yates

**Excused Absences:** Melissa Meyer

**Project Team:** Holly Thompson and Erin Gordenier, City of Beaverton; Jason Robertson, Barney & Worth

**Guests:** Marc San Soucie, Beaverton City Councilor

**Meeting called to order by Holly Thompson at 7:00 PM.**

**1. Welcome (Thompson)**

**VAC Membership Update:**

Felix D'Silva has resigned from the committee due to an employment conflict. Mayor Doyle will be nominating Rhonda Coakley to fill the vacant position. The nomination will be forwarded to the City Council for consideration. This will eliminate the need to change the VAC bylaws to officially add Coakley as an alternate member.

**Agenda Review:**

The VAC agreed by unanimous vote not to elect a recorder. Erin Gordenier will serve as de facto recorder so that all committee members are free to participate in meetings. The VAC bylaws will be reviewed at the end of the year, when all requested changes will be consolidated for City Council review.

**Approval of Minutes:**

March 2009 minutes were approved unanimously with no changes to the paper copy distributed at the meeting. The version previously emailed to the VAC members contained one misspelled name which was corrected in the subsequent version. All VAC agendas and approved minutes are posted online (<http://www.beavertonoregon.gov/departments/visioning/committee.aspx#ml>).

**Project Team Update:**

Councilor Stanton had a prior commitment and was not able to attend this meeting.

April is a very busy month for visioning and the project team. We are working on public outreach, scheduling many community events, preparing for the council meeting, developing a brand/logo, creating a video, and supporting urban renewal. The visioning effort has also been asked by the Mayor to participate in the city hunger initiative, which will address increased need in the community.

A Council visioning work session was scheduled for Monday, April 6. [**Note:** The meeting has since been rescheduled for Monday, April 20, at 6:30 PM.] Many VAC members are planning to attend. The

goals of the council meeting will be to review the visioning work plan, get council feedback, and show sample action plans.

**Data Documents:**

At the request of VAC members at the March meeting, all committee members were provided with a city limits map, a neighborhood association map, and a demographics sheet on Beaverton.

**March Homework Report:**

At the March meeting, Jason Robertson asked VAC members to consider three things for the April meeting: speakers' bureau groups, work plan thoughts, and ideas for the final action plan product. There were no additional comments.

## **2. Community Outreach**

**Speakers' Bureau Orientation:** (Robertson/Thompson)

Robertson discussed the speakers' bureau process. There are several benefits, including: 1) Involving the broader community; 2) Branding the visioning process; and 3) Creating a potential pool of partners for visioning implementation.

Presentations should be about seven minutes, plus time for questions. VAC members will attend in pairs—one to speak/facilitate, and one to take notes on poster board. The project team will put together packets that the presenters can pick up in advance. Each speaker will ask the same four visioning questions, distribute and collect audience idea cards, and complete a report card. The idea cards and report card should be returned to Erin Gordenier within three days of the presentation.

Thompson gave a sample speakers' bureau presentation. During the four questions exercise, Robertson added that it is important for speakers to listen to the audience and not get involved, even when you have an opinion. Speakers should ask the questions in order, but let the audience give answers in any order as things come up.

Committee members will receive a speakers' bureau script, audience idea cards, presenter report cards, and Thompson's talking points by email.

The project team is compiling the speakers' bureau list, and will make the list available to the committee soon. Committee members who want to address a group not on the list should notify Gordenier for handouts and to have group added to the schedule. The project team will schedule presentations and coordinate with VAC members to identify presenters for each.

**Video Project:** (Thompson)

To raise the profile of the visioning process, we will partner with the city's urban renewal effort to create a "downtown imagining" video. Tualatin Valley Cable TV (local public access) will provide free production services as part of their city contract. Committee volunteers are needed on April 15 or 16 to be filmed talking about downtown, and April 22 as part of a lecture audience. The video should be completed in mid-to-late May.

**Summer Events:** (Thompson)

The VAC will represent the visioning process at a variety of summer events, including the Beaverton Farmers' Market, Picnics in the Park, Flicks by the Fountain, Concerts in the Park, and Beaverton Last Tuesdays, with at least two VAC volunteers at each event. VAC members signed up during the meeting, and the sign-up sheet will be distributed by email for more volunteers. The events will include art

activities for kids, and visioning posters with questions for adults to answer/rank. VAC members also recommended adding a suggestion box to accept written comments.

**Fall Event:** (Thompson)

The visioning program will host an event at the Beaverton City Library this fall, tentatively scheduled for October 8-11. The Library will cosponsor, along with the Beaverton Arts Commission, Community Development Department, and possibly other partners. The event will feature an open house to talk about the visioning process, lectures, displays, and a contest to design an “ideal downtown Beaverton”. The contest may include a poster contest for kids of different ages, designing downtown in various media (Lego, recycled/sustainable materials), etc. Submissions will be on display for the duration of the event, with prizes given in each category.

### **3. VAC Logistics**

**Action Team Placements:**

All VAC members received their first or second choice of action team, and everyone was satisfied with the placements.

**Other Action Team Ideas:**

Committee members shared some additional ideas, and were encouraged to give others by phone or email to the project team.

**VAC Elections:**

As specified in the bylaws, chair and vice-chair elections were held. Mark Fagin was unanimously elected chair. Christine Lau was unanimously elected vice-chair. Both ran unopposed.

**Branding:**

VAC members reviewed and gave feedback on several preliminary logo and tagline ideas. Jaann Hoisington suggested holding a logo contest with a local high school graphic design class, which the project team will follow up on.

### **4. VAC Announcements**

None.

### **5. Public Comment**

None.

**Meeting adjourned at 9:02 PM.**

**Next Meeting:** Wednesday, May 6, 7 PM, 2<sup>nd</sup> floor conference room, City Hall.

Minutes approved at May 6 VAC meeting.